

Water-Efficient Product Labeling

EPA Stakeholder meeting

October 9, 2003

California Interest

- Water conservation programs in over 200 water utilities representing 75% of statewide water deliveries
- Over \$90 million spent annually – likely over half a billion to date
- Laws and regulations key factor
- Need for super-efficiency rebate trigger

Consumer Interest

- Rebates for high-efficiency fixtures and appliances
 - Toilets (2.3 million to date)
 - Clothes washers (200,000 to date)
 - Pre-rinse spray valves (13,000 to date)
 - Irrigation controllers (new program)
- Recognition needed in marketplace

CUWCC Interest

- Consumer awareness key to conservation efforts
- Flex Your Power energy campaign
- Market transformation strategies
- Optimize utility investment

History to Date...

- Pre-2000: Investigations and proposals
- 2000 - 2003:
 - Movement toward marking begins in CA
 - Proposals developed for CA funding
- Consortium of U.S. water purveyors involved

Some Guidelines ...

- **Measurable savings**

- Field-demonstrated
- Sustainable for life of product

- **Labeling differentiates**

- **Tiered to reflect variability**

Focus ...

- Residential

- Commercial - Institutional

 - Large combined water-energy impacts

 - “Untapped” potential for water-efficiency

Priority Areas...Residential

- Clothes washers

- Dishwashers

- Plumbing fixtures and devices

(Note: Items shown in **green** represent both significant water savings and energy savings)

Priority Areas...Residential

- **Hot water delivery systems**
- Residential irrigation controls
- Humidifiers
- **Swimming pool accessories**
- Gray water systems

Priority Areas...Commercial

- **Food Service**

- **Medical Services**

- **Other**

Priority Areas...Commercial

■ Food Service Operations

- Commercial dishwashers**
- Food steamers**
- Pre-rinse spray valves**
- Ovens**
- Ice Machines**
- Cooling systems**

Priority Areas...Commercial

■ Medical Services

- X-ray film processors
- **Steam sterilizers**
- Plumbing fixtures and devices
- **Laundry equipment**
- **Cooling systems**

Other Priority Areas...

- Irrigation controls and systems
- **Wet cleaning equipment**
- Gray water/recycling systems
- Car wash systems

Other Priority Areas...

- **Commercial laundering equipment**
- Water treatment systems
- Water-based sweeping equipment
- Plumbing fixtures and devices

Moving Ahead...

- 2003: Water industry “start-up”
- Jan 2004: Progress mtg in Austin TX
- 2004-2005: Coalition building & program development
- 2006+: Phased implementation